



**Scale faster.
Operate smarter.
Protect better.**

with Cisco IoT ControlCenter

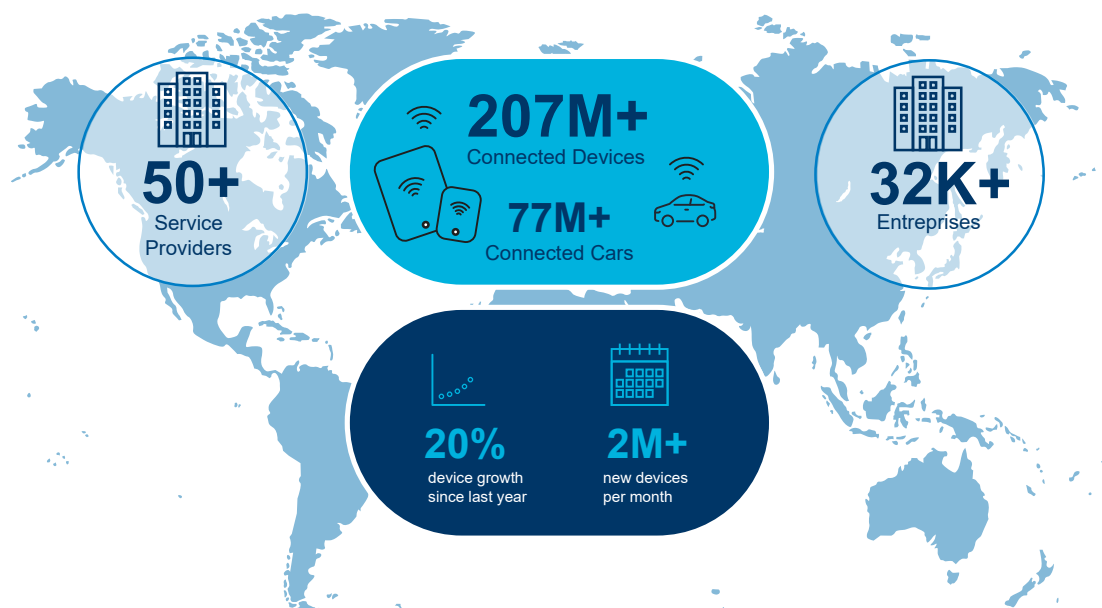
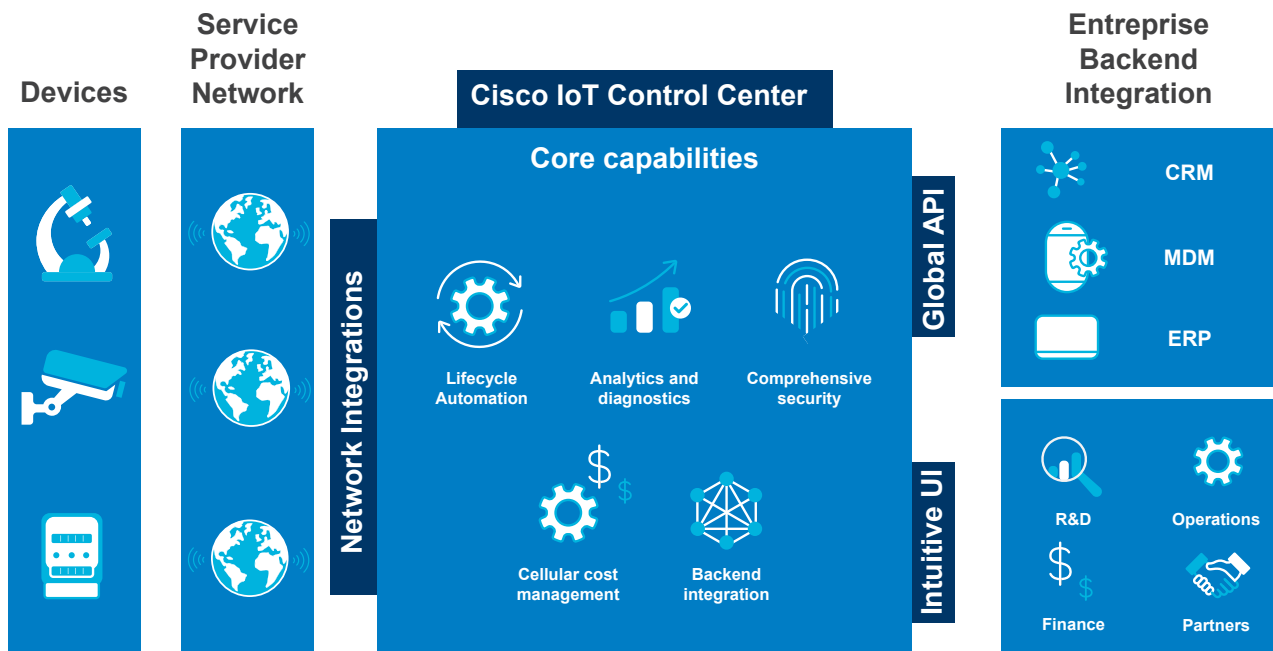
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Did you know ?

- Over 32,000 enterprise customers are using Cisco IoT Control Center.
- Cisco pioneered the IoT cellular connectivity management category and continues to Innovate and grow the world-class capabilities of IoT Control Center.
- Cisco is the pace settler in what concerns Connectivity Management Platform

Cisco's industry-leading SaaS platform for integrated automated connectivity management



The cellular IoT connectivity opportunity

How is the cellular market growing and what are the challenges?

Cellular IoT connectivity continues to grow and to revolutionize industries across the globe

From connected cars to automated robots in manufacturing to healthcare, cellular IoT is transforming the way we work and live.

There will be 3.74 billion IoT devices connected to cellular networks by 2025
(Source : [IoTnews Berg Insight](#)).

The global cellular IoT market will exceed \$18.2B by 2027
(Source: [Business Insider Intelligence](#)).

Top 5G Cellular IoT Use Cases :

- Vehicle Telematics and Infotainment
- Smart Utility Meter and Grid Management
- Collaborative & Mobile Robots
- Public Video Surveillance & Security

But dramatic growth can bring unexpected and complex challenges

Those that invest in IoT are managing hundreds, thousands or even millions of devices. The sheer scale and volume of devices in cellular IoT generates tremendous challenges across business operations that can leave enterprise customers scrambling to keep up.

Operating IoT at scale compounds the already complex processes of provisioning and managing the connectivity lifecycle of devices. It limits visibility into individual device usage and behavior, creating blind spots which can hide operational inefficiencies and service disruptions while increasing costs.

And, as any enterprise knows well, security is paramount. Deploying and connecting hundreds or thousands of devices to your network can create numerous opportunities for security breaches.

Complexity. Visibility. Security. Each of these challenges reinforces the other, potentially creating costly and timeconsuming barriers that choke growth rather than enabling it.

Half measures can leave an organization with more headaches than benefits

So how are organizations tackling the challenges of cellular IoT connectivity management?

In many cases, they try to handle cellular IoT connectivity management with rudimentary products or worse – manually, just like the average cellular consumer.

Less sophisticated CMP solutions simply do not have the breadth and depth of features, nor the intelligent automation required to handle cellular IoT devices across a variety of use cases at scale. And manual management is a non-starter. Imagine trying to manually connect, sync,

protect, and troubleshoot 200 cellular IoT devices. And then think about doing that for 1,000 or a million devices. Every. Single. Day. The right platform doesn't just connect and manage devices — it's a path to growth and profitability.

The value of IoT Control Center

What are the benefits of IoT Control Center and how can it help me grow my business?

Cellular IoT management that powers your customer's business

Scale faster with a CMP that accelerates growth and innovation.

With IoT Control Center you can –

Accelerate time-to-market by quickly and accurately connecting, provisioning, and deploying devices at scale with over 3000 customizable automation rule-combinations designed to cater to any IoT use case and business scenario.

Simplify expansion by easily adding use cases and expanding across geographies without additional platform integration.

Drive innovation by leveraging data-driven insights to unlock new opportunities, spur innovation, and capitalize on emerging technologies.

The possibilities are endless with a management platform that works for you

Operate smarter to deliver better customer experiences while lowering costs and increasing efficiencies.

With IoT Control Center you can –

Improve service reliability with real-time, automated diagnostics to quickly identify and respond to device and connectivity issues.

Increase operational efficiency and streamline operations with a library of over 100 APIs to integrate directly into existing applications and systems from companies such as IBM, Microsoft, SAP, and Salesforce to name a few.

You can scale with confidence

World-class security from a trusted leader protects the information and systems that drives your business (and your customer's business if you are a reseller).

With IoT Control Center you can –

Mitigate risks and protect devices, customer data, and backend systems with multi-layered enterprise-grade user and application security.

Block threats by only allowing predefined devices to connect and detecting when a SIM has been moved to a new device.

Identify potential compromised devices and speed response time with real-time device monitoring, advanced analytics, and automation to act on devices that exhibit unusual data and connectivity behavior.

Different cellular IoT needs require different offerings

What are the available offers?

IoT Control Center is a single platform with multiple tiers to address customer's unique needs, at any stage – from getting started to scaling and expansion.

Control Center Lite Set and forget connectivity for deployments with stationary devices that consume and transmit small amounts of data.

Control Center Essential Perfect fit for the broadest number of IoT use cases, everything customers need to get started and ramp quickly.

Control Center Advantage Management for the most critical applications and complex use cases with deep integration needs.

Build your future with DEEP & Cisco IoT Control Center

Gain a trusted partner with the most comprehensive understanding of the market and needs of your business. From the complexity of connected cars to the massive scale of smart meters, IoT Control Center gives you the ability to win in any industry and use case.

We are solving tomorrow's IoT challenges today to give you the competitive edge to focus on what matters most—growing your business.



More info on

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